



Private & Confidential

FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures) : 

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Student ID (in words) : \_\_\_\_\_  
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Course Code & Name : **EVE1523 Special Event Management**  
Semester & Year : May - August 2023  
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil  
Duration : 3 Hours

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1. This question paper consists of 2 parts:  
PART A (60 marks) : **FOUR (4) Short answer questions. Answers are to be written in the Answer Booklet provided.**  
PART B (40 marks) : **TWO (2) Essay Questions. Answers are to be written in the Answer Booklet provided.**
  2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
  3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
  4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to meet out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 3 (Including the cover page)**

**PART A: SHORT ANSWER QUESTIONS (60 MARKS)**  
**INSTRUCTION(S):** There are **FOUR (4)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

The Carnival in Rio de Janeiro is a festival held every year and it is considered the biggest carnival in the world, with two million people per day on the streets. Discuss **FIVE (5)** principles of crowds during festival. 15 marks

**Question 2**

Describe **FIVE (5)** components of evaluation to manage life safety during a crowded festival. 15 marks

**Question 3**

Discuss **FIVE (5)** issues that are important for an event manager to keep in mind in event industry 15 marks

**Question 4**

Stadium 974 is a temporary venue, made from 974 recycled shipping containers, that hosted matches during the 2021 FIFA Arab Cup. Explain **FIVE (5)** factors to be considered in choosing the right venue for an event. 15 marks

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTION(S):** There are **TWO (2)** essay questions. You are required to **ALL** questions in the Answer Booklet(s) provided.

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Halftime shows are a tradition during American football games at all levels of competition. Entertainment during the Super Bowl, the annual championship game of the National Football League (NFL), represents a fundamental link to pop culture, which helps broaden the television audience and nationwide interest.

**Question 1**

Discuss **FIVE (5)** ways that sports events are associated with entertainment.

20 marks

**Question 2**

Evaluate **FOUR (4)** importance in organizing sport events.

20 marks

**END OF EXAM PAPER**